

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMPANY, INC.

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Parliament. The recessed filter cigarette.

It works like a cigarette holder works.



1. Playboy yachtsman Virgil Watta serves as the king of navigation, but he did hang onto his cigarette holder. So while he never knew his stem from his stern, Virgil knew he was getting a classic taste.



2. No need for a cigarette holder with Parliament's filter. It's recessed away from your lips. So you taste only rich, smooth tobacco flavor. It's a fair way of keeping the taste shipshape.



Kings: 15 mg "tar," 0.9 mg. nicotine—
100's: 10 mg "tar," 1.2 mg. nicotine av.
per cigarette, FTC Report Mar '74

Warning: The Surgeon General Has Determined
That Cigarette Smoking is Dangerous to Your Health.



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